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RON JOHNSON

Ron Johnson is best known for creating the Apple Stores, the first retail strategy in history to reach \$1 billion in annual sales in only three years, and for bringing design to Target by creating the first ever retail collaboration with architect Michael Graves. A Harvard Business School Graduate and Stanford alumnus, Ron is an engaging speaker and master storyteller who inspires audiences with his warm, authentic and approachable style.

Widely regarded as one of the boldest retail innovators of the last 30 years, Ron delivers keynotes with timeless lessons for building cultures that both inspire employees and fuel continuous innovation. Drawing on his unparalleled success leading Apple Stores—and his hard-fought attempt to transform JCPenney into “America’s Favorite Store”—Ron shares insights that leave audiences emboldened and transformed.

Ron’s book *Shop Different* will be published by Harper Collins Business in 2026 on the 25th Anniversary of the first Apple Store. Ron has been featured in the *New York Times*, *Wall Street Journal*, the *Financial Times*, *Fortune*, and *USA Today*, among many other publications. A frequent guest on CNBC and Fox Business Network, Ron has delivered keynotes on the world’s biggest stages and inspired countless companies as a sought-after motivational speaker.